



**Queens**  
Night Market  
NY



**Queens Night Market** is NYC's first and only recurring night market, averaging 13,000 visitors per night in 2019 (and over one million total visitors since it launched in 2015) - attracting Queens residents, New Yorkers, and tourists. The event makes a significant local economic and social impact as a major hub of commercial and cultural activity and has encouraged well over 250 individuals and families to become first-time entrepreneurs, especially among NYC's immigrant population.


**WHAT:**

Family-friendly, open-air night market featuring vendors selling art, merchandise, and food, and live performances celebrating the rich ethnic diversity of Queens & NYC

**WHEN:**

Saturday nights, 5:00pm to midnight, April – October (25 events per year)

**WHERE:**

Flushing Meadows Corona Park – site of two World's Fairs and conveniently located on the "International Express"  train





Queens dubbed “World’s  
Borough” and named Lonely  
Planet’s #1 US Tourist  
Destination in 2015

**2.4M**

RESIDENTS

**\$62K+**

MEDIAN HOUSEHOLD INCOME

**80%**

RESIDENTS 25+ GRADUATED  
HIGH SCHOOL, AND 31% HAVE  
BACHELOR’S DEGREES.

**47%**

IMMIGRANTS

**52%**

RESIDENTS BETWEEN  
THE AGE OF 25-65

**44%**

HOMEOWNERS, WITH \$656,000  
MEDIAN VALUE OF SINGLE-  
FAMILY HOME

**120+**

NATIONALITIES

**135+**

LANGUAGES SPOKEN

**68%**

FAMILIES (40% WITH CHILDREN)

**90+**

NEIGHBORHOODS

**QUEENS  
SNAPSHOT**

**4%**

UNEMPLOYMENT RATE

# The Queens Night Market has helped launch well over 250 brand new businesses in NYC.

We have lowered the barriers to entry for aspiring entrepreneurs. Our vendors policies and fees are uniquely tailored to encourage and enable small businesses to participate whereas they would be priced out of other opportunities. Many vendors have used the Queens Night Market as a launchpad to start successful brick-and-mortar and standalone operations.



## **AREPALICIOUS**

Gourmet Colombian arepas vendor who successfully opened their brick-and-mortar store in Ozone Park in 2017.

# SUPPORTING LOCAL SMALL BUSINESSES



## **KOPITIAM**

Kopitiam started at our market in its first season. They opened a brick and mortar in the Lower East Side in 2015 and transferred to a larger space in 2018. It has become one of the go-to destinations for Malaysian food in NYC.





### **DON CEVICHE**

Don Ceviche opened a brick-and-mortar store in the new Essex Market in 2019, leveraging their exposure and operational insights from the Queens Night Market.



### **JOEY BATS CAFE**

Joey Bats Cafe offers Portuguese egg tarts and joined our market in 2017. A year later, they opened a cafe offering Portuguese desserts and coffee in the Lower East Side.



### **MOON MAN**

Moon Man is the first Indonesian Street dessert pop-up vendor in New York City, and joined our market in 2017. They have a brick-and-mortar location scheduled to open in 2019 inside the highly anticipated Market Line food hall in the Lower East Side.



### **SAM'S FRIED ICE CREAM**

Sam's Fried Ice Cream started business in 2011 and has been participating at the Queens Night Market since its first season. They opened a brick and mortar in 2017 in the Lower East Side.



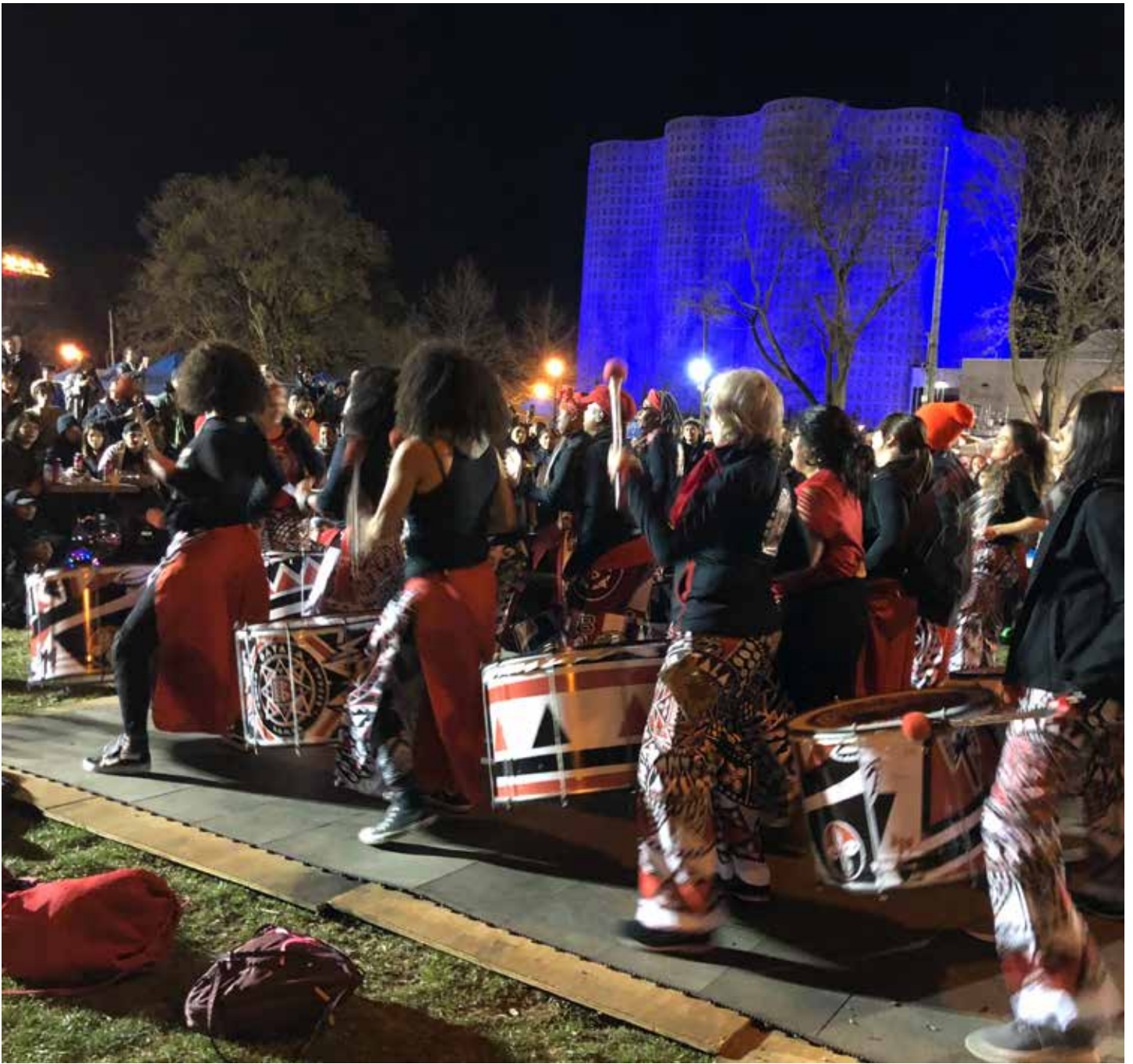
### **TOJO'S KITCHEN**

Tojo's Kitchen joined us in 2017. They have since opened a restaurant in Westfield Garden State Plaza Mall New Jersey in addition to their other pop-up locations.



### **LAHI**

Lahi started offering Filipino street food at the Queens Night Market in 2015. Lahi opened up their brick and mortar in Elmhurst at the beginning of 2018.



# PROMOTING DIVERSITY & STRENGTHENING COMMUNITIES

Unique focus on attracting and representing all demographics through our visitors and vendors. An innovative \$5 price cap on food and a free-to-attend policy have made the event the most diverse, welcoming, accessible and affordable regular event in NYC.

#1

Place to Eat Outdoors  
by **NEW YORK MAGAZINE**  
in 2019

#1

Cheap Eats  
by **THE NEW YORK TIMES**  
in 2017

#### **VENDORS:**

Over 400 independent vendors have participated at the Queens Night Market since we launched, including over 300 vendor chefs. The event has represented 90 countries through its food vendors alone. Over half of our vendors have been first-time entrepreneurs debuting at our event.

#### **SPECIAL EVENTS:**

Halloween costume contests, theme nights, and affiliated events (such as the Only in Queens Festival, Shop Rock & Roll, NYC Public Plazas programming, Holiday Markets, and private catered events).

#### **VISITORS:**

13,000 visitors per night, representing Queens residents, New Yorkers from other boroughs, and tourists. Attracts families, immigrants, and foodies, and cuts across cultural and socioeconomic barriers.

#### **ACTIVITIES:**

Family-friendly activities include popular games, hula hoop competitions, dancing, performer workshops, and open mics/karaoke.

#### **VOLUNTEERS:**

Event production has relied almost exclusively on volunteer efforts, demonstrating how beloved and embraced the event is by NYC and the community. We also host rotating volunteer groups from master compost programs.

#### **CULTURAL PERFORMANCES:**

250+ bands and performance groups to date, including jazz, blues, classic rock, reggae, salsa, all-female Brazilian drum lines, brass bands, Balinese gamelan ensembles, break dancing, belly dancing, Chinese, African, Middle Eastern & Bengali dance troupes, capoeira, martial arts, mambo, tango, and much more.





#### **SUSTAINABILITY:**

Piloted bokashi composting stations, created compost education station, and hosted research and design studies on waste diversion initiatives. Sale of reusable eating utensils and ban on plastic bags for vendors. Introduced Halloween costume swap station for families.

#### **AFFORDABILITY:**

The Queens Night Market is committed to being the most affordable attraction in NYC. The subsidized vendor fees and innovative price cap ensure that the event is uniquely accessible, diverse, and democratic.

#### **CHARITY:**

The event has raised over \$100k for disaster relief in Texas, Florida, Puerto Rico, and Mexico, for NYPD and FDNY family survivors' funds, for parks conservancies, for immigration advocacy, community groups, charities fighting hunger, and for breast cancer research. The event has also supported earthquake relief and victims from mass-shooting tragedies in past years.

# **CORPORATE CITIZENSHIP**

We frequently explore and form activation and marketing partnerships with venues and institutions throughout NYC



### **Rockefeller Center**

In 2019, the OUTPOST by the Queens Night Market launched at Rockefeller Center, serving tens of thousands of tourists and the local workforce, Monday – Thursday from July through October. It featured 9 of the Queens Night Market’s most popular vendors.



### **Forest Hills Stadium**

We have a cross-marketing partnership with one of the two premiere concert venues in Queens, and have also collaborated on aspects of our respective events. We have ongoing discussions about jointly producing events in the future.

# **PARTNERS**



### **Queens Museum**

We frequently partner with the Queens Museum, from programming performance collaborations to special markets, and from catering service to conference logistics.



### **New York Hall of Science**

We collaborate often with our landlord, jointly hosting events on Saturdays, such as their pumpkin toss and their “after dark” program series. We also frequently use the venue for affiliated events, such as fundraisers and community meetings.



### **NYC Department of Transportation**

The NYC DOT is the landlord of public plazas in NYC. We have collaborated with them on several pilot programs to activate public plazas in Brooklyn, Queens, and the Bronx with vendors and other activities. We have created markets and activations at Corona Plaza, Bliss Plaza, Myrtle/Wyckoff Plaza, Fordham Plaza, and 78th Street Plaza



### **MTA**

We have a cross-marketing campaign with the MTA, whereby we promote public transportation on our website and messaging, and they promote the Queens Night Market on their social media channels.

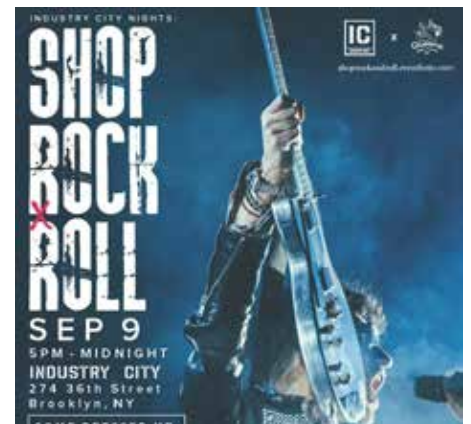


The Queens Night Market periodically produces and hosts unique events at venues across NYC. We also have several important projects in development.



### **Bliss Plaza**

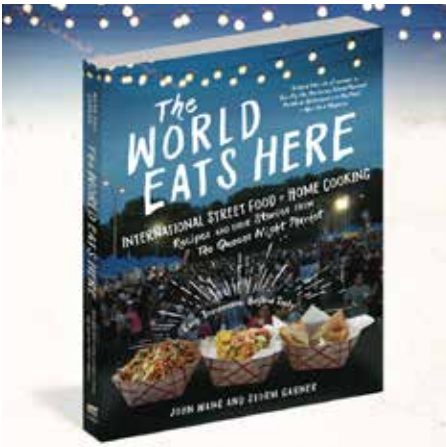
In collaboration with Sunnyside Shines Business Improvement District, Queens Night Market hosted markets at Bliss Plaza throughout the summer and will host a holiday market during the winter.



### **Industry City**

We produced a uniquely themed night market with Industry City in Sunset Park called SHOP ROCK & ROLL. We are in continuing discussions about future collaborations.

# **AFFILIATIONS & FUTURE PROJECTS**



### **Queens Night Market Cookbook**

*The World Eats Here*, the official Queens Night Market cookbook, featuring over 80 recipes and stories from 40 immigrant vendors at the event, will be released in April 2020, just in time for the Queens Night Market's 2020 season. It is being published by Experiment Publishing.



### **Queens Night Market Video Series**

We are collaborating with Storm Garner, a filmmaker and graduate student in Columbia University's Oral History program, to develop a series of short videos highlighting our immigrant chefs. The oral history content will be archived and will be adapted to create compelling video vignettes highlighting the stories, struggles, and achievements of our immigrant chefs. We have pitched the idea to several potential distribution partners.



**Greater Jamaica  
Development  
Corporation**

### **Jamaica Market**

In our inaugural year, we partnered with Greater Jamaica Development Corporation for a trial run of the Queens Night Market in downtown Jamaica with unexpected success. We've also worked with GJDC on other projects, such as holiday markets and incubator strategies and programs.

Queens Night Market has been featured in many popular local, national and international publications, reaching *hundreds of millions* of people worldwide.



Traditional media, including the New York Times, Wall Street Journal, Economist, Associated Press, Reuters, MSNBC, NPR, Metro NY, NY1, New York Post, CNN, Brian Lehrer TV, amNY, and Time Out NY, gave great press.

# PUBLICITY



*[The Queens Night Market] has established itself as a bona fide rite of summer in the city, like the Coney Island Mermaid Parade or Shakespeare in the Park*

**NEW YORK MAGAZINE**

*“Residents and tourists from near and far can mingle here enjoying delicious traditional food, warm hospitality, and a festive atmosphere that will not only delight but promote a deeper level of understanding and harmony among all New Yorkers.”*

**ANDREW CUOMO  
GOVERNOR**



Online outlets, such as Gothamist, DNAinfo, Village Voice, INSIDER, NewStand, and Spoiled NYC.

Popular food-focused outlets such as Thrillist, Eater, Grub Street, and Insider Food.

*"[No market in NYC] is more surprising, thrilling and inspiring than the Queens Night Market"*

**New York Times**

*"...This eclectic outdoor market reflects the unparalleled diversity that defines the vibrant borough of Queens and it is an excellent addition to New York's spring and summer seasons."*

**Bill de Blasio  
Mayor**



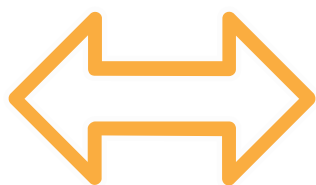
Promotion by political offices, economic development organizations, chambers of commerce, and tourism boards, such as NYC & Co and Queens Tourism Council.

Travel guides, such as Fodor's, Lonely Planet, and Departures Magazine, and countless foreign travel literature.

# Customizable Sponsorships



Category-exclusive recognition/activation at all events



Pass-through rights



"Presented by" logo on signage and all campaigns, including email blasts, digital/social marketing



Plug during interviews, press conferences and press releases



Recognition on homepage and prominent listing on sponsor subpage with link



Entrance banner/ on-site signage



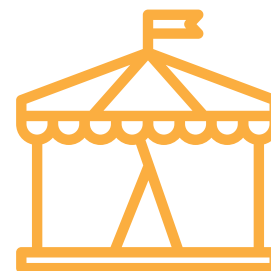
Invitation/speaking opportunities at affiliated events



Content marketing and social media collaboration



Promotional video



Special event sponsorships



# Past Sponsors & Activations



**AT&T**

**verizon**<sup>v</sup>



**SUNTORY WHISKY**  
THE ART OF JAPANESE WHISKY  
SINCE 1923



**NewYork-  
Presbyterian**

**EPOCH**  
MEDIA GROUP

By supporting the Queens Night Market, you are demonstrating your commitment to diversity, culture, the arts, and small businesses while also increasing brand awareness among hundreds of thousands of our fans and visitors. You will be an integral part of a unique cultural attraction which has been overwhelmingly embraced by NYC, Queens, and the media. We will work with you to understand your needs and goals, and develop tailored sponsorship strategies to help you meet and accomplish them.

## **CONTACT US**

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# **BE A SPONSOR**



**SEE MORE**

[queensnightmarket.com](http://queensnightmarket.com)  
[vimeo.com/137883433](https://vimeo.com/137883433)

 **Queens International Night Market**

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